

Philip Morris U.S.A. - Merit Box
Test Translation: 5J0 Houston
 (HH 1,432.4)

	<u>CIRC.</u>	<u>% COV.</u>	<u>COST/PG.</u>	<u># PAGES</u>	<u># CUT-INS INCLUDED</u>	<u>COST/CUT-IN</u>
<u>MAGAZINES (PG 4/C)</u>						
Time	70,000	4.9	4,723	6	-	-
Newsweek	45,000	3.1	3,235	6	1	1,904
Sports Illust.	36,000	2.5	3,334	6	1 (SP)	3,147
U.S. News	31,000	2.2	1,263	6	-	-
Better Hms. & Grd.	137,000	9.6	1,806	4	2 (SP)	3,806
Ladies Hm. Jrnl.	64,000	4.5	1,950	4	2 (SP)	3,350
Women's Day	111,216	7.8	2,772	4	1 (SP)	3,900
Family Circle	112,000	7.8	3,698	4	1 (SP)	4,200
Redbook	71,440	5.0	1,435	4	2 (SP)	4,649
McCalls	120,900	8.4	1,800	4	2 (SP)	4,577
		<u>137.0</u>				

Total Cost \$117,900

<u>SUPPLEMENTS (PG 4/C)</u>						
Parade		34.2	5,191	3	3	6,600
Family Weekly		7.8	1,042	3	3	1,883
Sun. Metro		29.5	5,208(0-0-P)	3	-	-
		<u>214.5</u>				

Total Cost \$41,073

<u>ROP (PG 4/C)</u>						
AB List (+ USSPI Dailies)		65.4	27,360	5	-	-
ABC List		63.3	25,688	5	-	-
USSPI Mkt.		31.4	17,000	5	-	-
		<u>800.5</u>				

Total Cost \$350,240

<u>OUTDOOR</u>	<u># MONTHS</u>	<u>COST/MONTH</u>	<u>0-0-P</u>
85's Pool	2	23,335	-

Total Points Needed	1,448
Direct	<u>1,153</u>
	295

<u>TRANSLATION :</u>	<u>COV. PTS.</u>	<u># PGS.</u>	<u>TOTAL COST</u>
ABC List	63.3	3	77,064
USSPI Mkt.	31.4	3	51,000
	<u>284.1</u>		<u>\$128,064</u>

<u>TOTAL TEST COST:</u>	<u>0-0-P</u>	<u>PRO-RATED</u>	<u>TOTAL</u>
Magazines	117,900	50,807	168,707
Supplements	41,073	18,699	59,772
ROP-Direct	350,240	-	350,240
Add'l.	128,064	-	128,064
Outdoor	-	46,670	46,670
Total	\$637,277	\$116,176	\$753,453

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